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# Media Release

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## Bluffton Kicks-Off Inaugural Old Town Directional Sign Program Businesses Invited to Apply For Program on First Come, First Serve Basis

The Town of Bluffton is sponsoring a directional sign program as a solution to Old Town businesses requesting a way to advertise without violating the Town's sign ordinance. Businesses are invited to apply to be a part of this program on a first-come, first serve basis.

"We want to be partners in the success of our local merchants," Mayor Lisa Sulka said. "This program offers a partnership in their success while keeping the historic district safe and aesthetically pleasing."

Sandy Lesch, Manager for Growth Management's Customer Service Center, said the new directional signs will help visitors and residents locate the ever-growing number of businesses in and around the historic district.

The Town will erect and maintain the sign panels at various locations throughout and adjacent to the Historic District. The proposed locations for directional signs include the intersections of Calhoun and Lawrence Streets and the corner of Calhoun and Lawton Streets. Town staff will consider other locations based on feedback from business owners.

The program is available to businesses which have a current business license and no outstanding code violations.

Each business approved for the program will pay an initial cost of \$250. Each year afterwards, the business will pay an annual renewal fee of \$75.

The program is for the businesses located in the Historic District of Bluffton. The district includes all businesses west of the intersection of Bruin and Burnt Church Streets to east of Highway 46 (i.e. also known as May River Road) and the Stock Farm Development (i.e. also known as The Village of Stock Farm). The southern boundary of the Historic District is the May River and the northern boundary extends to Dr. Mellichamp Drive.

For more information about how to apply for the Town's directional sign program, contact Dawn Goodwin in the Town's Business License Office via phone (843.706.4501) or email ([dgoodwin@townofbluffton.com](mailto:dgoodwin@townofbluffton.com)). The application for this program is available at Town Hall, 20 Bridge Street or on the Town's website ([www.townofbluffton.sc.gov](http://www.townofbluffton.sc.gov)).